



The Mark of Quality in Tobacco Products

Brown & Williamson's family of quality tobacco products includes Viceroy, Kool, Raleigh, Belair, duMaurier and Life cigarettes; Sir Walter Raleigh smoking tobacco; Bugler, Target and Kite cigarette tobacco; Tube Rose snuff; Bloodhound, Red Juice and Sun Cured plug tobacco. These products are manufactured under the highest standards, and are sold in all 50 states and in many countries throughout the world.



The good taste that never quits now comes two ways: Viceroy King-Size and Viceroy Filter Longs.

Rich tobacco blend. Kool's own white filter and the taste of extra coolness.



Sir Walter Raleigh—
The Quality Pipe
Tobacco of America.

Famous Raleigh coupons give extra value to Raleigh filter tip and plain end, and light menthol Belair cigarettes.



VISIT BROWN & WILLIAMSON'S MODERN PLANT IN LOUISVILLE

You are cordially invited to take a conducted tour of our Louisville Plant, from 8 a. m. to 4 p. m. weekdays to see how B&W quality products are made. (Large groups may arrange plant tours by calling 774-7211.) The famous Raleigh Premium Center, featuring a display of hundreds of premiums free for Raleigh coupons, is located near the main plant. Parking facilities.



1600 WEST HILL STREET